

# *The* **DALLAS** MAGAZINE

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Dallas Chamber of Commerce

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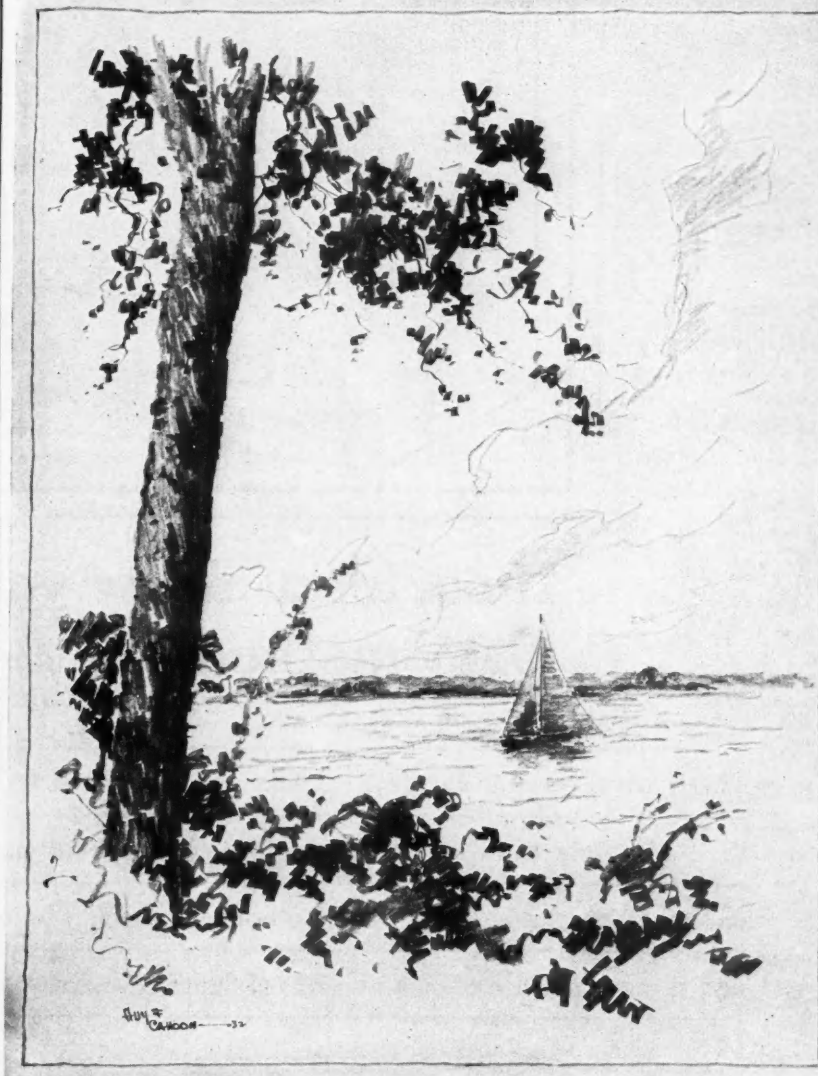
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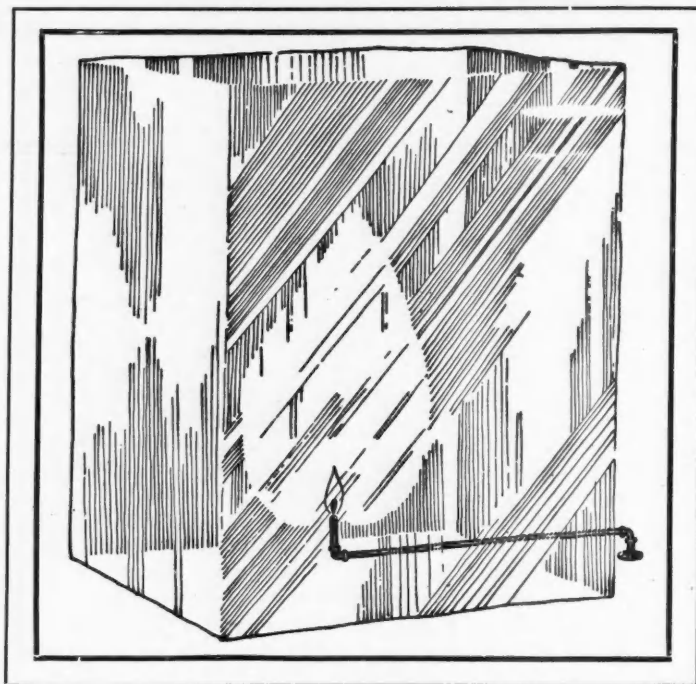
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New Taxes



This is the Fourth of a Series of Dallas Scenes. This month shows White Rock Lake, where Dallas finds recreation and entertainment. Once the source of Dallas' water supply, the lake has now become famous as a summer resort.

# *Is your mind made up to buy an automatic refrigerator?*



If so, let us show you the  
**GAS method**...*the latest development  
in cold-manufacture*

There are several mechanical ice boxes on the market that do good work, but  
the GAS refrigerator is the only one that runs without machinery ... the only  
one that's absolutely silent ... No others can touch it in low cost of operation,  
and it comes with a double unit of refrigerant to freeze out Texas summers.

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HOME is more than a word . . . it is a symbol of community life, of good neighborhoods and good neighbors, of life and all its comforts, pleasures and joys. That is why people want to build and own their homes.

Among others, stern, hard business men buy and build homes—not because they expect a financial return, but because they know an intangible return of happiness and pleasure will be theirs. Young men, if they are wise, buy homes when they marry . . . it's the safest way to start life.

In times like these, when materials and labor are so low priced, there is an added incentive for those who would build

homes. They can save money! Not for over 20 years has it been possible to build at so low a cost. Land values are cheap, and financing is on a sound basis. These, together with other low costs, make it doubly desirable for people who can afford to do so, to build now.

Never has there been a permanent halt in the rise of property values in America . . . in Dallas. There have been only temporary setbacks. Those who would invest wisely will do so now. The next upward swing will see values rise to heights never reached before.

## BUILD WHILE CONSTRUCTION COSTS ARE LOW

### Firms Cooperating in This Campaign

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The *PRINTING PRESS* and the *POSTMAN* are the two forces you should be using right now to strengthen your sales, build up your contacts, keep your prospects alive and informed.

*Direct Mail Advertising is a powerful salesman.*

You can impart your own efficiency and ability to that salesman. He is just as effective as you make him. He goes where you send him and never gets discouraged or quits. He does not leave you flat and take business with him. He gets into conferences and into offices without waste of time.

In cooperation with other salesmen, he tells them what to say, creates and follows up leads and generally does an unselfish job of cooperation.

Put printed salesmen on the job for you.  
Consult one of these master printers—  
they can help you plan out printed  
material.

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Dallas Electrotpe Co. Sam Ross McElreath



# Beauties of Summertime

ENGRAVED BY HARPER STANDARD



*Five Indescribable Beauties*



*Beauties from the Water*



*More Beauties of the Great Out-of-Doors*

WORDS COULD NOT TELL HALF WHAT THESE PICTURES SAY SO VIVIDLY

Every month of the year finds Harper Standard Engraving Company making illustrations of beauties—bathing beauties, beautiful babies, stage beauties, sweethearts, wives, husbands, beautiful homes, beautiful flowers, beautiful clothes, beautiful scenes, beautiful animals, beautiful pictures.

A few ugly ones come through, but perhaps that is to make us appreciate the beautiful ones the more. And then again some people can see beauty in ugliness. An ugly bull dog might seem beautiful if it were protecting its mistress from a ruffian.

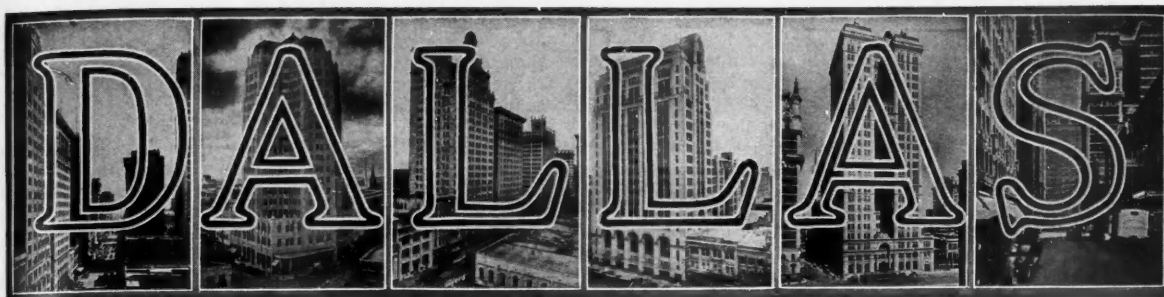
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Volume 11

JULY, 1932

Number 7

# Dallas Still Grows

## Analysis of City Shows No Lack of Evidence

**W**HAT we have learned from the depression" is now the favorite subject of after-dinner and luncheon club speakers. They list a multitude of lessons—errors that will not be committed again.

The listeners glow, in smug belief that the speaker is telling the truth—all but a few oldtimers who have gone through other trying periods and heard the same speeches before, only to see human nature assert itself and to witness history repeat itself again and again.

The purpose of this discussion is not to show the lessons that Dallas has learned during the depression. Rather it is to show that during the past two years Dallas has made a substantial growth, equalling, if not surpassing, that of any two consecutive years in its history!

This may seem a startling statement at first. It cannot be proved by building permits, postal receipts or bank statistics, for these reflect the lowered commodity prices, salaries and slackened activity in many lines of endeavor.

But there are other indices to a city's growth, and, much more important, its preparation for further growth in the many years that stretch out ahead.

During the last two years, Dallas has not lost its spirit—its greatest resource. Its favorable geographic position in the Southwest has not been changed. Its transportation facilities have remained intact. No major firms or financial institutions have closed their doors. The natural resources have not been depleted. In truth, Dallas is open for business as usual.

We had occasion to glance back through the files of "Dallas" a short time ago and we were surprised at the real

development that has taken place here since July 1, 1930.

### New Skyscrapers

One of the most noticeable achievements was the building of five new skyscrapers, at a total cost of more than six million dollars. The Dallas Power and Light Company, the Dallas Gas Company, the Republic National Bank and Trust Company, McNeny and McNeny and the Y. M. C. A., all demonstrated their faith in Dallas and their vision for a greater city in the future by building fine new buildings that have added greatly to the facilities for carrying on business here.

### Service to the Territory

During this period the Dallas Chamber of Commerce established two new departments—agriculture-live stock and trade extension. The first department has been functioning perfectly in its job of rebuilding the buying power of the black land belt. Through the financing of live stock on the farms it has placed much ready money in the hands of the farmers and has definitely established a new trend of thought in the minds of the members, this important part of the Southwest's life. This work will, in increasing proportions, do that which legislation has failed to do—decrease cotton acreage and remove from the Southwest the burden of a one-crop system of agriculture.

### Wholesale Market Expands

The value of the Dallas market has been well demonstrated during the past two years. While dollar volume of business has not been as great as in some past years yet the number of customers has been steadily increasing with each succeeding market season. It has been clearly shown to the retail merchants of

the Southwest that the Dallas market offers a complete line of merchandise at economical prices and a delivery system that permits them to buy in small amounts—carefully and judiciously without gambling on the future—and can depend upon quick service for repeat orders when needed. This has made rapid turnover possible and has done much to keep the Southwest admittedly in the best condition of any part of the nation, by at least 10 per cent.

Another contributing factor to this rapid development of the wholesale market has been the trade extension department of the Dallas Chamber. For two years the Chamber has kept on the road all over the Southwest a merchandise expert whose services are offered free to any merchant or community in the territory. This man has conducted merchandise institutes, consulted with individual retailers and assembled much data of value to the wholesale members of the Dallas Chamber.

These new customers of the Dallas market are permanent, and will not go further north or east, even though their volume may reach several times what it has been recently.

### Insurance

During the past two years, Dallas has moved from fifth to fourth place in the nation as an insurance city. The fire, life and casualty companies maintaining home offices in Dallas are bringing into the city some thirty-nine million dollars each year in premiums. During this period several new insurance companies have been organized and others have considerably expanded their services.

### Oil Development

Immediately after the discovery of oil in East Texas the Dallas Chamber of Commerce began an intensive campaign



to make Dallas the oil capital of the world and today, two years later, that title is not disputed by anyone. Hundreds of oil operators, producers, refiners and equipment firms have moved to Dallas. The great Oil Well Supply Company definitely recognized Dallas as the leading oil city of the nation when it moved its entire establishment from Pittsburgh to Dallas. The removal of the important oil industry periodical, "The Petroleum Engineer," to Dallas was but added proof of the general acceptance of this fact. Chemical laboratories, engineers, geologists and other vital parts of the oil industry have chosen Dallas as their headquarters during the past few months.

#### State Fair

Plans are being made this year for extending the scope of the State Fair of Texas. Agriculture, live stock, manufacturing, mechanical displays as well as entertainment features are to be brought up to the proportions of an international exposition this year—a typical Dallas answer to the depression.

#### Aviation

During the past two years the commercial aviation facilities in Dallas have been almost doubled. Dallas now has passenger and air mail service to all four points of the compass. During the past few weeks the United Air Lines have added night service between Dallas and Chicago and the American Airways between Dallas and Los Angeles. The American Airways has added four new lines to its service during the last two years and the United Air Lines service has been doubled. The Bowen Air Lines North and South services have been established and the Dallas Aviation School has recently invested

\$100,000 in equipment and improvements. During this period Hensley Field has been brought to a high state of efficiency and \$300,000 has been spent in permanent improvements to Love Field, making it one of the best improved landing fields in the United States. Several new hangars have been constructed at Love Field and a complete service is offered to both commercial and private fliers.

#### Public Work

During the past two years the Trinity river has been spanned by four new viaducts and the old viaduct has been rebuilt to care for the heavy traffic. The Trinity river has been leveed and reclaimed land totals more than 11,000 acres. Many new streets have been opened, several busy traffic ways have been widened and improved. Storm and sanitary sewers have been constructed according to a carefully planned system.

#### Highways

Dallas is now one of the best-served cities in the nation by highways, through completion of many strips of paving during the past 24 months. The closing of the Forney gap, the Red Oak gap, the Lewisville gap, all have been of tremendous importance to Dallas. The Ferris gap is now being closed and will be completed in September, giving Dallas a fully hard surfaced road, nearly all concrete, to Galveston. The Northwest highway, opening up a valuable new trade territory to Dallas, has been completed and much work has been done on other state and United States highways leading to Dallas. Dallas, through the Chamber of Commerce highway committee, played an important part in this highway construction.

#### New Firms

Since July 1, 1930, 1,782 new firms have been opened in Dallas, including manufacturing plants, wholesale houses, retail stores, and other industries.

#### Government

No more important step in Dallas progress was made during this period than the establishment of the city manager form of government, with its business-like, economical administration of municipal affairs. This move has made possible the stimulation of development of every phase of commerce and industry by the municipal government, rather than retarding and hindering normal growth. At the present time a vigorous house cleaning is going on in county government and this will, undoubtedly, be followed by a sensible and reasonable conduct of county business. Plans are now being prepared by the Dallas Chamber of Commerce for the combining of city and county governments for further elimination of waste in money and effort.

#### City Mergers

Definite steps towards the merging of the city governments of Dallas, Highland Park and University Park, many legal difficulties having been ironed out and much favorable sentiment established for this imperative move toward the building of a greater Dallas, are being taken.

#### Manufacturing

Impelled by necessity in some cases, careful planning and wise foresight, many of the wholesale houses of Dallas have added manufacturing departments. This is especially true in the ready-to-wear industry. Among the new establishments now definitely a part of the

(Continued on Page 14)



*The New Dallas Skyline*

*Photo by Lloyd Lent*



# What About Taxes?

Too Much Talk About Increasing Income  
and Not Enough About Economy

By MERLE THORPE  
Editor, Nation's Business

**W**E are in the midst of our traditional political Olympiad. The sound and fury emanating from Chicago advertises to an already distracted world that the volume and vigor of our partisan oratory have not been dampened by the depression. Possibly the party pageantry of today looks a bit pale against the old-time torchlight parades. But the bands, the banners, and the ballyhoo are still with us.

Ask any veteran party wheelhorse about the marching clubs and the drum corps of the pre-war campaigns and he will tell you that the emphatic colors of their emblems and uniforms were ably matched with the fiery debates of the "issues." Doubtless there are remnants of the generation who knew some of those campaigns at first hand who are sighing for the good old days. We share their regret that the fundamental questions which are trying the people so sorely today should receive such perfunctory notice from the platform carpenters and their official spokesmen.

Rivers of description were released by the hard-working corps of radio and newspaper reporters, yet in all the weight of words consigned to the air waves and the telegraph wires there is scarce a mention of the burdens under which the citizen is laboring so grimly and so gropingly. We are told of the great convention hall. We get a nebulous impression of wires and wire pullers, of strategy, of "favorite sons," of ovations, of emotional eulogies. But I wonder if you feel, as I do, that the national political convention of today, with its tumult and its shouting, is only a side issue to the business of maintaining the nation. One need not be a cynic to observe that where showmanship is expected, it is folly to be statesmanlike. Rather, while we indulge the politicians in their public dramatics, let's take care that we do not mistake ingenious diversions for the decisive measures which will determine our national destiny. Let us not count on directness where indirectness is the general rule.

The disappointing lesson of experience is, as one thoughtful commentator puts it, that "one party met in Chicago this week to point with pride and a week from now another will meet to view with alarm. Two long-winded platforms, filled with gorgeous generalities which stand for everything and for nothing, will be adopted, and for months afterward the disturbed and distressed country will have its nervousness intensified

by bitter wrangling, hot air, ballyhoo, fireworks and wasted words. Charges and recriminations will fill the air. Yet, no great issues divide the two parties."

Now, as every one of you knows, there is no lack of real issues. It is merely that our political leaders have got in a way of averting their gaze in the hope that rough-cornered problems will pass them by. But there is no such luck in store for you and me, who compose the electorate. You and I, who have been gradually denatured of self-reliance and coddled assiduously with the enervating comforts of paternalism—sent C. O. D. to the taxpayer—should not be so dazzled as we once were with the proposed magic of political action.

Issues? On June 30th the Government of the United States will end its fiscal year with the largest peace-time deficit in its history. There is an issue of tremendous import to the American voter.

After six months of deliberation, with this condition staring us in the face, our representatives give little promise of keeping current expenditures within the line of current income. Courage of a sort they showed in increasing the income by a billion in new taxes. The tax collector may not be conversant with the plausible phrases of party platforms, but he knows his levies, and no mistake. "Pay up," "delinquent," "penalty," "sold for taxes," are chief among the pillars which support his official practice. For sheer "whoopie, whoopie, whoopie" to the square inch, the oldtime conventions may have laid it over the party assemblies of our times, but, as I make them out, the oldtime taxes were mere bits of thistledown compared to the official millstones we are all wearing as the compulsory badges of our citizenship.

On June 21st the new tax bill went into effect. John Citizen, the fellow who is always a taxpayer but seldom a budget maker, who makes up that group of good men and true to whom the campaign spellbinders graciously refer as the bulwark of the republic, what of him? If he is married, with one child and a net income of \$6,000 a year, he will pay next year an additional \$235 in taxes. If he buys an automobile that sells for \$600, he will pay \$18 in taxes, and if he adds a couple of bumpers and a spare tire, more taxes. If he uses 700 gallons of gasoline a year, he'll pay \$7 in taxes, and for 30 gallons of lubricating oil, \$1.20 to the treasury, with tires and tubes costing \$1 more in taxes. If he indulges in beer-making in the basement, the national treasury will collect on that sport, as it

will for his wife's perfume, cold creams, powder and rouge, and if she gets a \$50 watch for a birthday present, the Government will get \$5 more.

If his radio gets fuzzy and he buys a new one for \$75, the Government will take \$3.75. And if an electric refrigerator costing \$100 is purchased, he is out an additional \$5 in taxes. A new camera at \$15 will carry \$1.50 tax, and if he is a smoker he'll use enough matches during the year to account for another \$1 in taxes.

For candy and soft drinks, moving pictures and shows, tennis rackets and shotgun shells, more taxes. His electric light bill at \$5 a month, means \$1.80 additional taxes. And it is advisable for John Citizen to lay aside about \$10 for an annual tax on telephone and telegraph, and \$25 for the increase in postage, as well as another \$12 for checks.

John Citizen, average man, as against paying \$74 last year, will pay \$310 the coming year. And this takes no account of the scores of indirect taxes, such as on insurance, and on the food and clothes he buys. Nor does it take any account of the state, county, city and district taxes.

I have said it takes courage of a sort on the part of our representatives in Congress to levy these new taxes. It takes greater courage to undertake budget-balancing on the other side of the ledger, namely, cutting out the activities which call for these taxes. There is another issue for a party platform, one which, if I judge the temper of the times, would be an issue into which the voter could put his teeth.

Give John Citizen, as he begins to pay these new taxes, the opportunity to decide whether he wants the things for which this money is collected from him. For interest on the bonded debt, obligations that our representatives have undertaken to pay, he would, without question, vote "Yes," because he abhors repudiation. But that item accounts for only one-fifth of the expense. Give him a chance to vote on the payment to those veterans who saw no overseas' service, and those veterans whose private incomes are greater than the lowly taxpayer's, and those veterans who are already holding government jobs, and those who enlisted after the Armistice and never set foot on a ship. Give him a chance to vote on those activities of the army and navy which have no connection with national defense and which are in direct competition with John Citizen, the taxpayer; such activities as manufacturing

(Continued on Page 24)

# • Important News of a Growing City •

## New Firms

During the last five weeks 91 new business concerns were established in Dallas, making the total for the year 412. Eighteen of the 91 are wholesale concerns, 34 retail, four manufacturing, six are engaged in the oil business and 29 are classified as miscellaneous.

Totals for the year to date are classified as follows:

Wholesale .....	85
Retail .....	115
Manufacturing .....	52
Oil .....	46
Miscellaneous .....	114

Total.....412

Of the 91 new concerns of which the Industrial Department has a record, 16 are branches of sectional or national concerns, making a total for the year of 83. Some of the branches recently established are as follows:

Swann Chemical Company, Birmingham, Ala. Established Southwestern district headquarters at 1219 Republic Bank Building, in charge of J. M. Mozley, formerly of the Cincinnati office. The Swann Chemical Company is one of the companies controlled by the Swann Corporation of New York, of which Theodore Swann is president. The holding company controls, in addition to the Swann Chemical Company, the Federal Abrasives Company, Anniston, Ala.; Provident Chemical Works, St. Louis; Iliff-Bruff Chemical Company, Hoopeston, Ill., and Martin, Wilkes Company, Camden, N. J., as well as Swann Research, Inc.

The Dallas office will act as Southwestern sales headquarters for all of these companies and some stocks will be carried locally.

The Swann Chemical Company recently made a national survey which resulted in the establishment of offices at Dallas, Boston, Baltimore, Pittsburgh and Charlotte, and sales representatives in Albany, Harrisburg, Camden, Cleveland, Louisville, Knoxville, Memphis, Atlanta, Jacksonville and New Orleans.

Industrial Dallas, Inc., first established contact with this company through an advertisement appearing in the New York Times.

Kelvinator Sales Corporation, Detroit, Mich., has made Dallas division headquarters for the Southwest, establishing offices in the Athletic Club Building. This office will cover the Texas-Louisiana district. M. S. Bundoli is district manager, and J. D. Bertha, assistant district manager, both having been transferred to Dallas from Decatur, Ill. The Graybar Electric Company, Wood and Austin streets, has been named distributors for this district.

Foodtown Kitchens, Inc., Chicago, Ill., manufacturers of a new breakfast food known as "Rice Pops" and "Wheat Pops" has made Dallas regional headquarters for the Southwest, with offices in the Athletic Club Building, in charge of H. E. Hartson, district manager.

John L. Kellogg, son of W. K. Kellogg, original founder of the breakfast food industry at Battle Creek, Mich., is president of Foodtown Kitchens, Inc. The new company is planning a nation-wide advertising program in which newspapers, magazines and the radio will be used.

Ball Bros. Company, Muncie, Ind., manufacturers of fruit jars; new sales office 724 Kirby Building, in charge of C. F. Lincoln.

Keliher Construction Company, Little Rock, Ark., road contractor; established Texas headquarters at 816 Thomas Building.

The Branham Company, Chicago, Ill., publishers' representatives, have opened an office in the Mercantile Building.

The National Distributing Company, manufacturers' agents, with offices in the principal cities, have established an office in the Allen Building, with W. A. Allen, formerly of St. Louis, in charge.

R. M. Tucker & Son, manufacturers' agents, have moved their southwestern sales office to 317 Mercantile Building.

Riegel Textile Corporation, Ware Shoals, S. C., has made Dallas headquarters for the Southwest and plans to establish an office shortly. F. C. Evans is district manager; he resides at the Oak Lawn Inn.

Independent Life Insurance Company, Nashville, Tenn., has established offices at 301 Burt Building.

Western & Southern Life Insurance Company, Cincinnati, Ohio, has established an office at 1313 Magnolia Building, to make loans to Texas, Oklahoma and Arkansas. Carl G. Peterson of Dallas, formerly with the Keystone Mortgage Company, is manager.

Folwell Engineering Company, Chicago, Ill., engineers and constructors, has transferred John B. Hall from Benton, Ark., to Dallas. Mr. Hall expects to have offices in the Central Bank Bldg.

Virginia Laboratories, operating in the principal cities, have established Dallas offices at 735 Wilson Building, in charge of Miss Gladys Pierson.

Metropolitan Chain Stores, Inc., New York, affiliated with F. & W. Grand-Silver Stores, has transferred H. R. Boynton, southwestern district manager, to Dallas from Oklahoma City. Mr. Boynton makes his headquarters at the Dallas office of F. & W. Grand-Silver Stores, and lives at 5808 Goodwin Ave.

Robertson Steel & Iron Company of Texas, 2235 Cedar Springs, has been or-

ganized by B. J. Ryan and others, of Dallas, to distribute fencing and several other products made by the W. F. Robertson Steel & Iron Company of Cincinnati, Ohio. The local company is a Texas corporation, locally owned, and acts as an independent distributor for the Cincinnati concern, which has no financial interest in the Dallas company.

Walmsley & Frierson, civil engineers, have established offices in the Second Unit of the Santa Fe Building and will engage in general civil engineering practice. The firm consists of D. C. Walmsley, formerly of St. Louis, and R. Frierson, formerly of Arkansas. Both are graduates of the Massachusetts Institute of Technology.

Wilkinson Bros., 2503 Commerce St., is a new concern that has been organized to distribute radios and kindred lines.

Harrison L. Shaffer, engaged in the municipal bond business, has moved his offices from Amarillo and is now located at 702 Republic Bank Building.

Dallas Service Garment Co., 1140 Illinois St., M. C. Locaste, manager, has just established a plant to manufacture uniforms for doctors, nurses, barbers, waitresses, etc.

Specialty Sales Company, 10th Floor, Second Unit, Santa Fe Bldg., Hartwell Jalonick, owner, handles air conditioning equipment.

Blue Ribbon Sales Company, 1918 Canton St., distributes food products.

Harvey T. Cory, 1712 Carter Street, manufacturers' agent, represents a number of manufacturers of electrical equipment and appliances.

Standard Tire Brokerage Co., 432 Fidelity Union Building, is engaged in the tire brokerage business.

Carl W. Davis, Tower Petroleum Bld., representing manufacturers of radios and washing machines, recently moved to Dallas from Austin.



## Love Field Celebration

Ed. A. Herzog, present president of the Dallas Junior Chamber of Commerce, spoke on "Our Friendly Relations With France" at the Love Field celebration. The Junior Chamber was further recognized for its aviation activity by the dedication to it, of the outside obstruction lights at the field.

It is fitting that the young men of the nation should be so interested in one of our youngest industries. Aviation is waiting for the younger business man to develop it. Its executive positions will be filled by these same young men who will grow with the industry as the younger men of yesterday grew and developed with the railroads.



# The Voice of the Market

## "Southwestern Retailer" Gives Expression to Wholesalers

**W**HEN the next issue of The Southwestern Retailer is mailed out, July 1, the message of Dallas and its wholesale market will be placed in the hands of 7,296 retail merchants in seven states.

Those 7,296 retailers will expect their copies of The Southwestern Retailer, for the majority of them are subscribers of many years' standing.

They will recognize it as the only trade publication for the general merchandise retailer published in the Southwest. They will receive it, in all likelihood, along with the market publications of St. Louis and Los Angeles, the two centers nearest to Dallas with similar trade magazines.

But in The Southwestern Retailer they will find a fundamental difference: there is no effort to "ram" the Dallas market down the throats of the readers. There is news of the market, to be sure, but the editorial content is carefully planned to avoid the appearance of forcing the market upon the reader.

Before Dallas had a real market, it boasted an ambitious trade paper going into the stores of the Texas retail merchants and hammering away at the idea that buying closer to home instead of the East was good business.

The Merchant was established more than 30 years ago through the efforts of the market's early prophets, men of vision and courage such as L. O. Daniel, W. J. Kinsella, the late R. W. Higginbotham, A. H. Bailey, Fred Brown, A. M. Matson, August Lorch, S. B. Perkins, and others.

Today, The Southwestern Retailer is the direct successor to The Merchant and five other trade publications which, in their turn, were successors to The Merchant. In the family tree, The Southwestern Retailer acknowledges these predecessors from which it sprang without a break in publication. The Merchant; The Millinery Journal; The Merchant News; The Progressive Merchant; The Southwestern Retailer and Manufacturer; and now, The Southwestern Retailer.

The Southwestern Retailer bears the indelible imprints of many personalities who entered into the building of the market. It received a great impetus when M. J. Norrell was secretary of the Wholesale Merchants' Association in 1908-09. Several other secretaries of the Wholesale Merchants' Association have had connections with the magazine either prior to becoming secretaries or after. Herbert Carpenter was editor and publisher of the magazine for several years prior to being elected secretary. E. F. Anderson, present secretary of the Wholesale Merchants' Association, was an advisory editor and

frequent contributor before taking his present post.

In December, 1931, Harry V. Wheat acquired control of the Progressive Merchant Publishing Company, Inc., which Joe Buckingham had controlled the preceding four years. As publisher of The



Typical Edition of "Southwestern Retailer"

Southwestern Retailer, the company immediately undertook several changes in editorial policy, realizing that business conditions since 1929 had given the Dallas market the greatest "break" in its history, and that as the market benefitted from the new demand for buying in small stocks close to home, the magazine must become even more closely identified with the market.

One of the most striking changes made in the magazine under Mr. Wheat's management was a new format, calling for reduction in size from the bulky 13x10 inches to the more acceptable 11½x9 inches. The change was made in April, and was accorded immediate approval by both readers and advertisers.

The advertisers gave their approval in the form of more carefully prepared messages to the retailer, many of the ads being printed in color for the first time. Attractive illustrations and layouts changed the entire tone of the publication.

In editorial content, one of the innovations has been the addition of an editorial page, on which the magazine has taken definite, challenging stands upon questions vital to its readers. There have been disagreements from the readers, and The Southwestern Retailer has given full publicity to the other side of each question, with the result that problems of greatest interest to its readers have

been "aired out" to the satisfaction of all.

Another addition has been the monthly fashion chat by Leonore Chilton, well-known and widely recognized Dallas fashionist, written exclusively for The Southwestern Retailer.

Two members of the Dallas Chamber of Commerce staff are regular contributors to The Southwestern Retailer. "Here and There," by Henry W. Stanley of the trade extension division, is a brief monthly high-lighting of the interesting merchants and communities Mr. Stanley visits. "Reviewing the Trends," by E. F. Anderson, secretary of the Wholesale Merchants' Association, is the gleanings and interpretation of current discussions and philosophies in merchandising.

In recent months, The Southwestern Retailer has put up a strong fight against the price-slashing theory of merchandising, and has published a number of articles supporting its views.

Each month there is published a brief personality sketch of one of the Southwest's outstanding retail merchants. Two recent articles have dealt with the leaders of the Dallas market whose present positions and seniority made them of unusual interest to the retail readers.

Other features have been planned for inclusion in the Fall issues of The Southwestern Retailer.

## Former Dallas Man Promoted

C. P. Couch, formerly vice-president and general manager of the Southern Ice and Utilities Company of Dallas, was elected president of the Louisiana and Arkansas Railway Company at a meeting of the board of directors of the railway company in Shreveport, Wednesday, according to information received at the Dallas Chamber of Commerce Thursday morning. Mr. Couch succeeds as president, his brother, Harvey C. Couch, a director in the Reconstruction Finance Corporation.

Mr. Couch came to Dallas in 1927 to assume the management of the Southern Ice and Utilities. He remained in this work for two and a half years and in March, 1930, was called to Shreveport to assume the executive vice-presidency of the Louisiana and Arkansas Railway. One of the major improvements made in the system during Mr. Couch's executive vice-presidency was the extension of the L. & A. from Greenville into Dallas, to take effect in the near future. Mr. Couch began his railroad career in 1906 as a fireman. Since that time he has been identified with the telephone, power and light industries and is noted as one of the outstanding public utility authorities in the nation.

# • EDITORIALS •

## "They Say"

It is a real conundrum—Do men gossip more than women? Once, possibly not, but now, who knows? Many men in these days have little to do and perhaps they have become prone to gossip, out of sheer ennui. At any rate, the charge is made that careless persons, more men than women, are too loose with their tongues, hinting at disaster to banks and business firms, even those of the most solid character.

The frequent users of "they say" are more thoughtless than malicious. Misery loves company and, perhaps being themselves in financial difficulties, they imagine others must be also and hence roll as delicious morsels under their tongues street-corner gossip and idle tales that they take no pains to investigate.

Dallas business houses, in fact, are in rather good shape. The weakest have gone, the remainder are naturally eliminating waste, retrenching expenses, adopting better business methods, and getting in shape to handle the larger business that coming prosperity will bring. They have shortened sail, are running before the storm, but they have experienced and responsible officers on deck and they expect to weather through in good shape, awaiting the time when the clouds pass with returning sunshine.

Empty heads must clatter and will continue "they say." No honest citizen, however, who thinks at all, will steal reputations away by spreading false rumors. The reputation of an honorable business firm is as precious to it as a woman's reputation for virtue is to her. If gossips would determine to verify their information before repeating it, they would remain for all purposes as dumb as oysters. They surely are dumb, if they gossip idle tales.—Reprinted by request from The Dallas News, June 6.

## Time for Loyalty and Discretion

Since the inflation period began The Times Herald has repeatedly deplored the circulation of unfavorable and unfounded rumors concerning business firms and institutions.

It is to be hoped that the effort of President Arthur L. Kramer of the Chamber of Commerce to stop such rumors at their source will meet with success.

Persons who like to give an appearance of being "on the inside" by broadcasting bits of supposedly confidential information are hard to suppress. Nothing can silence them except realization that they are hurting themselves.

The small fry of gossipers enjoy spreading rumors but in a large number of instances the reports that they repeat and exaggerate are started by men or women in trusted positions who lack a full sense of responsibility.

It is regrettably true that rumors concerning the distress of many firms and institutions are started by employees of those concerns. These employees, some of whom hold high positions, do not realize that they are hurting their firms and, of course, themselves. They forget that whatever they say will be picked up and exaggerated.

And it must be admitted that some persons stoop to the using of a "whispering campaign" as a method of injuring competitors. They forget that this unfair form of competition works like a boomerang and eventually hurts them as much as it does anyone else.

Every citizen should resolve not to repeat any unfavorable report. And every employee, official, director or other person connected with each institution should refrain from "talking shop" unless he can avoid providing material for gossipers.—Reprinted by request from Times Herald, June 16th.

## Forget It

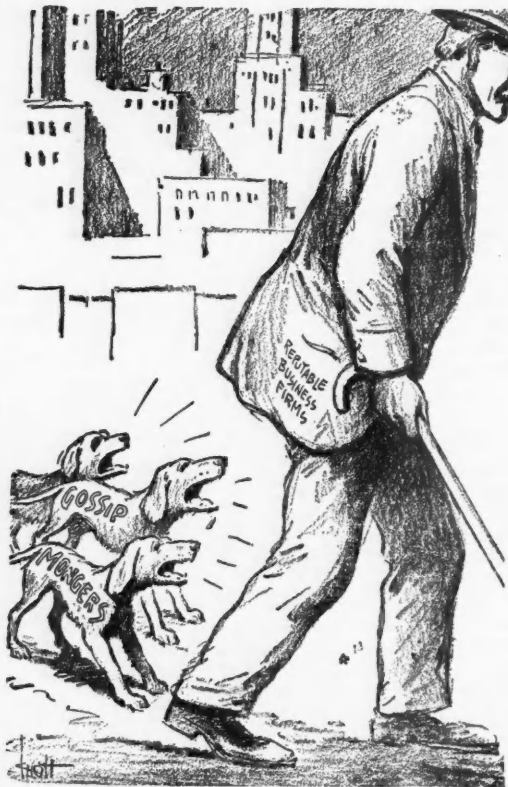
Isn't it both strange and pathetic how some people with really a desire to be fair and just will listen to scandal and gossip and thoughtlessly pass it on?

Has slander or gossip ever done anything constructive? Can it be justified or excused on any grounds?

Most of us inherently believe in fair play and yet we will listen to the scandal-monger and gossip without demanding proof of his statements.

What satisfaction is gained by saying mean things about someone else, even if they be partially true? The scandal-monger is really worse than the person he is gossiping about.

Many a man has been whipped and discouraged because of idle slander. Many a woman has lost her chance in life because of some hateful scandal.





monger. Many a business has been ruined because of some careless gossip.

Cowardice is exemplified in its worst form by the slanderer, scandal-monger and gossip. God pity them, for they are worse than the poor sinner or the one who has erred.

If you see a tall fellow ahead of the crowd,  
A leader of men, marching fearlessly and proud,  
And you know of a tale whose mere telling aloud  
Would cause his proud head to in anguish be bowed,  
It's a pretty good plan to forget it.

If you know of a thing that will darken the joy  
Of a man or a woman, a girl or a boy,  
That will wipe out a smile, or the least way annoy  
A fellow or cause any gladness to cloy,  
It's a pretty good plan to forget it.

—Reprinted by request from April DALLAS.

## Gossip Harms Everyone

On this page is an editorial from The Dallas News, a John Knott cartoon, and an editorial from the April issue of "Dallas" concerning gossip, reprinted at the request of the officers and directors of the Chamber of Commerce and a large number of members.

During the past few weeks the Chamber of Commerce has traced to their sources many rumors. One was to the effect that one of the largest firms in the city was shortly to close down—this was started by a discharged employee with malicious intent. Another concerned the personal affairs of a high-ranking officer in a business institution, started by a careless remark which grew with each telling. A factory reorganized and the word soon got over town that the firm was bankrupt—an employee told a friend that the factory was not doing very well and the story was distorted into unbelievable proportions.

These are but a few outstanding instances of how gossip can spread, and though these firms are so solidly founded as to withstand the slander yet much harm undoubtedly was done—how much no one can estimate.

Character, whether it be in an individual or a business concern, is an inherent quality of which the outward evidence is Reputation, and it is on reputation that business is done.

But aside from the loss to the firm, or even aside from the question of right or wrong, any person who injures a Dallas firm indirectly injures himself. The welfare of the entire city and all its people depends upon the welfare of the establishments which make up the commercial side of life here.

Truly, "It is a pretty good plan to forget it."

## Murder Rampant

Has the value of human life depreciated? Is a human life less precious to us today than during the past? Are we becoming so hard and cold and selfish that we have no horror or regret in seeing another human soul snuffed into eternity?

Of course, we all know that values on commodities, real estate, bonds and other properties have depreciated very materially and it seems that from the

way murders, gang activities, reckless accidents caused from selfishness and lack of consideration of our fellowman, are increasing that evidently the most valuable and sacred of all possessions, human life, has maybe declined more than our worldly goods.

This is the most serious thing facing us today. When a people lose their fear of God, respect for law and order and regard for human life they are on the verge of moral, physical and commercial collapse and chaos.

Gangsters must be eradicated, murderers must be severely punished and reckless driving stopped. Just think, during the short time of 48 hours in our city during the last month, gangsters cowardly murdered an officer of the law, two murders were committed on flimsy excuses, a woman disfigured and four people killed and over a dozen injured in automobile accidents. Such a record is a disgrace to our city and a reflection upon our citizenship.

Life is a sacred thing and we can not shirk its responsibilities and disregard its fundamental laws of right and wrong without being ultimately severely punished. What we owe to life we must certainly pay.

## Pay Day

Everyone has cursed the depression and blamed it for all their troubles, both real and imaginary, but very few have admitted in any way that after all we may have brought this depression on ourselves.

We don't like to remember about the joy ride we took back in 1927 and 28, and how, in our optimism, we increased and inflated values by speculation; how we really lived beyond our incomes; and credit was too extended; how we lost sight of the fact that there always has come a pay day in the past, and it would surely come again.

Then when the inevitable happened it rather dazed and frightened us and we complained and cried and hesitated to face the facts and settle down to hard work and realities again.

The American people have been spoiled. Even in hard times we are about as well off as most people of the world in good times. The natural resources of our country are so great that we have had the highest wages and best living conditions in the world. Consequently the blow was especially hard to us.

But the American people are normally good sports, sound thinkers, resourceful and aggressive and the depression has been a lesson to us that will ultimately be very valuable. There is no doubt but that it will make us a better and greater people.

We are now back on a sounder foundation morally, spiritually and commercially. We are entering a new and greater era of growth and development. The adjustment is over and the future is bright.

Remember, adversity is the great developer—the fiery furnace which purifies us and separates the dross from the gold.



## Dallas

Official Organ of the Chamber of  
Commerce

Published Monthly

E. C. WALLIS, EDITOR

EARL Y. BATEMAN, BUSINESS MANAGER

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ADVERTISING RATES ON APPLICATION



### "Let the Seller Worry"

"Let us do the worrying."

Not long ago that was one of the favorite answers given by the salesman when a prospective customer objected that he might not be able to pay for the article he was being urged to buy. An automobile salesman recently tried it on a friend of ours who replied: "O. K., if you'll promise not to worry me about it."

### A Valuable Idea

After being a one-tie man for many years we have succumbed to the shirt and tie ensemble and take off our hat to the man who first pushed that magnificent merchandising proposition to the fore.

### "Your Patronage Is Appreciated"

A speaker on business recently said that the customer feels no obligation to the storekeeper, but feels that he is doing the firm a great favor by trading with him. And unless that favor is recognized by the merchant the customer is likely to go elsewhere. Right or wrong, it is well that the merchant remember this bit of psychology.

### Better Distribution

Another important step has been taken in the further development of Dallas as a distribution center. The Dallas Salesmanagers' club has been organized with a charter membership of more than 100. The prime purpose of the organization is more intelligent distribution of merchandise from Dallas, and improved sales technique.

### Dallas Still Grows

(Continued from Page 8)

Dallas market are men's clothing, silk hosiery, underwear, and many others. The Dallas house dress industry has assumed leadership in the nation and now sends merchandise to every state in the nation and to many foreign countries. Distribution methods have been overhauled and industrial Dallas is now ready for the increase in business that is soon to follow the slack period.

#### New Railroads

Two railroads have been added to Dallas' distribution system raising the number of trunk line roads from nine to eleven during this short period. The

### Slow Turnover

A friend of ours, proprietor of a small hardware store, was delighted over the sale of a peculiar type lawn sprinkler which he had in stock for 10 years, a very expensive gadget for which he paid \$5 and hoped to sell for \$10. He was glad to sell for \$5, however. Interest at eight per cent, not compounded, shows that the actual cost of the sprinkler was \$9.

### She Stays Sold

Henry Stanley has this to say about the deliberate customer: She is born that way. She refuses to be hurried. Give your sales talk in orderly fashion and don't stop talking just because she hasn't said anything. She is thinking, and if you stop, it may break her train of thought. I rather like the deliberate customer. She never sends things back. When you sell her, she stays sold.

### Who Are Old Men?

A man, complimented on his good health, said that he was 67. "But," he added, "I am still young. I have discovered that the only old men are those who are 10 years older than I. That has been so since I was 10 years old. In my own estimation I have always been a young man."

That is true for all of us.

Our parents were always old people to us. They seemed as old at 30 as at 70.

### They're Off

"Didn't you have any luck at the races?"

"Luck! When my horse passed me I leaned over the fence, pointed, and yelled: 'They went up that way.'"

Texas and Brazos Valley has already established service and the Louisiana, Arkansas and Texas entry into Dallas has been approved by the Interstate Commerce Commission and will be effected within the next few weeks.

#### And So—

Dallas continues to grow. As the farmer uses his rainy days to rebuild his fences, so does Dallas take advantage of slack periods to make a careful study of its foundations for the future—strengthening weak places, rebuilding obsolete features, getting ready for the inevitable resumption of rapid growth.

Dallas is not a city of whiners, but a city of builders. Who can deny this after studying the record above?



## THE FOOD and GROCERY BUSINESS IS the LARGEST SINGLE BUSINESS in the World

According to figures recently released by the United States Department of Commerce, as revealed by the Bureau of Census, a late issue of the Retail Grocers Journal carried the following:

The food and grocery business is the largest single business in the world. It is twice as large as the motor vehicle business, about one and one-half times as large as the entire motor industry, including cars, gasoline, tires and accessory sales. The food volume is approximately twice as large as the apparel business, six times as large as the furniture business, eight times as large as the hardware industry and five times as large as the entire drug business.

The census reveals some very interesting facts concerning the food business. It states that the food chains captured 28.5 per cent of the country's total volume of food sales. When general merchandise and department stores with food departments are taken into consideration, the percentage is slightly less. The net sales of the group of chains is given as \$3,508,923,218 and for the independent outlets \$9,256,273,984.

Independents still are by far the dominating factors in food distribution. They still control 70 per cent of the volume and they can look to the future with hope and confidence.

The following table shows that there are nearly four hundred thousand independent grocery stores and 55,847 chain grocery stores:

Independent grocery and combination stores.....	256,754
General merchandise stores selling groceries.....	102,525
Delicatessen stores .....	9,234
Meat markets selling groceries.....	25,741
<b>Total independent food stores.....</b>	<b>394,254</b>
 Chain grocery and combination stores.....	 52,514
General merchandise chains selling groceries.....	2,400
Meat markets selling groceries.....	933
<b>Total chain food stores.....</b>	<b>55,847</b>

Page advertisements outlining the advantages of trading with DALLAS owned INDEPENDENT FOOD STORES will appear each month in this magazine, beginning in the August issue.



# Oak Cliff News

How large can a family party be?

Oak Cliff is still wondering about the answer. The spirit of community interest and the civic activities west of the Trinity river result in a great number of suburban gatherings during the course of the year. But not since the pioneer days of village life until 1930 had there been a serious effort to have a great get-together of the "Oak Cliff community family" and their friends.

In the summer of two years ago the idea was developed by the Oak Cliff-Dallas Commercial Association that it would be a happy tribute to the spirit of friendliness, which is featured as one of Oak Cliff's characteristics, to arrange for a huge party of such scope of appeal and arrangements as would bring together at one time a true representation of Oak Cliff families.

Arrangements were made to hold the party at Kidd Springs—a recreational center of Dallas, conveniently located, with delightful facilities for just such an affair—and the final click of the gates that night showed that 19,500 people had attended.

The same general idea of getting together in a friendly, informal fashion was developed last year and the attendance total increased to 24,500.

The remarkable success of the idea has already entrenched it as a distinctive community institution and the Commercial Association's plans have been moving along rapidly for the third community get-together at Kidd Springs on July 19th. Indications are that the attendance will set a higher mark than has yet been reached.

These community gatherings have been given the official name of the "Annual Oak Cliff Good Will Picnic," but the spirit and distinction of making it a friendly gathering for pure entertainment and fellowship have been zealously observed. Speeches, which constitute the program of the average picnic, have been strictly taboo; politics, which mark the average gathering at this season of the year, is barred and even sales of any sort are not allowed in the picnic area of Kidd Springs—everything, including admission to the recreational park, is free to the guests.

These invitations to the picnic are in the form of good will cards which are distributed liberally and without cost or obligation by merchants of Oak Cliff and members of the Commercial Association.

The big party starts with an afternoon parade which includes floats representing the various organizations and community activities, commercial interests and a liberal sprinkling of comedy.

Business houses of the suburban area are invited to close at 3 o'clock in the afternoon of the big party and the picnic program continues from late afternoon until 10:30 p. m. In line with previous plans, this year's program will be crowded with entertainment, featuring a special schedule for children in the afternoon and three hours of variety acts during the evening. Loud speakers carry the program throughout the picnic grounds, a midway of exhibit booths showing the commercial activities of Oak Cliff and free favors and souvenirs add further to the party atmosphere. No attempt is made to feed the huge crowds but ample provision is made for basket lunches and supplementary items that are distributed, which included, last year, 600 gallons of iced sweet milk and thousands of miniature loaves of bread.

While the big party is primarily for families of Oak Cliff, tickets are available on request to all citizens of Dallas county, and attendance in the past two years included representatives from all sections of the city and communities adjacent to Dallas.

Details of the occasion are handled by a number of Commercial Association committees with Grady Niblo as general chairman.

The slogan of the picnic is embodied in the thought that "friendly folk like a community where something is going on for their pleasure."

The deserving unemployed respond to the spirit of being helped to help themselves.

This is the experience of the Oak Cliff Free Employment Service, which has been in operation since December 15th, as an auxiliary to the suburban chamber of commerce, with the assistance of the County of Dallas and the co-operation of various Oak Cliff community groups.

Recently a group of unemployed, who have been clients of the exchange practically since its inauguration, voluntarily submitted a proposal to spend three hours each week in soliciting odd jobs to increase the number of placements being made by the office.

This is just one of a number of incidents that have shown the spirit of enterprise and co-operation on the part of men and women who receive the advantages of the exchange's operations.

This attitude of appreciation and active assistance from the unemployed has been an inspiration to the Commercial Association's committee which has guided the policies of this community employment effort,

Systematic plans for the solicitation of jobs by the unemployed will be inaugurated in July.

Another constructive phase of the activities of the exchange is the plan to institute a series of daily talks to the unemployed who frequent the exchange quarters by vocational guidance teachers living in Oak Cliff. The lectures will be distinctly practical and informal and made possible through the voluntary assistance of vocational instructors.

Ralph Estep, director of the exchange, reported recently that the office had obtained 1,112 job placements, of which slightly less than one-fifth had been of three months' duration or longer. A majority of the jobs filled have been of temporary character. Robert Ogden, chairman of the Commercial Association's employment committee, has explained his enthusiastic belief that the policy of the exchange to "help the unemployed help themselves" has proven a successful operating policy.

The Oak Cliff exchange has received a favorable acknowledgment of the U. S. Department of Labor by the appointment of Mr. Estep as a special agent of the department as a dollar-a-year man and, according to the Oak Cliff office, the privileges that go with the appointment.

The Oak Cliff Little Theater, under the leadership of R. C. Dolbin, newly elected president, has already stated an ambitious program for the 1932-33 season which opens formally next fall.

A strong bid for the development of additional new community talent, a readier response to community thought on types of productions, and the inclusion of at least one production of the season featuring outstanding musical talent, are embodied in the plans for the coming season. Louis Veda Quince, who recently concluded his first year as director at the Crawford Street playhouse, has been unanimously re-elected as mentor for the forthcoming season.

Why do you poets always speak of the moon as silver?

It's because of the quarters, I suppose.

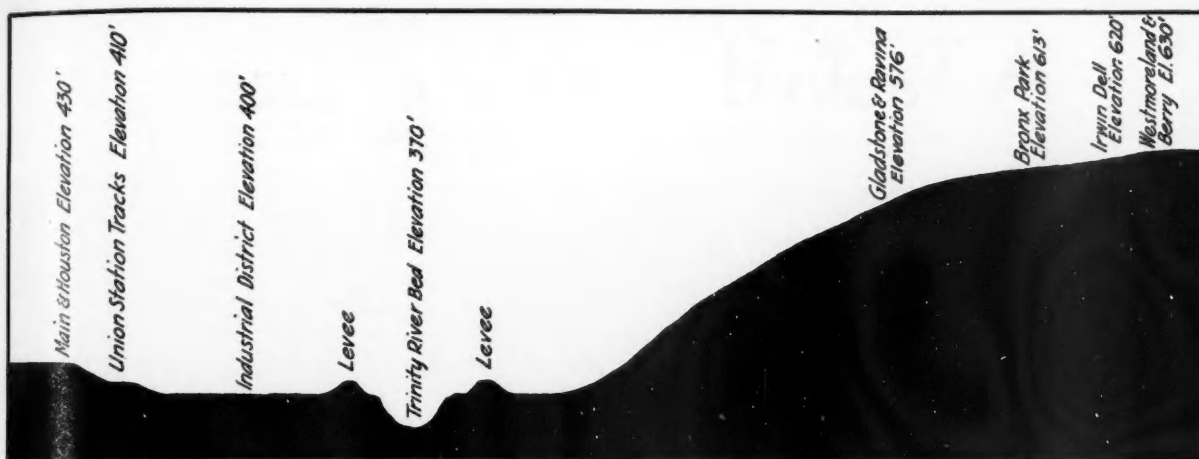
Weary Willie dropped on the ground beside Tired Tim, folded his coat up under his head, and relaxed with a deep sigh of contentment.

"Tim," said he, "I feel just like a flapper."

"Whatta ya mean, like a flapper?"

"Why, last night a naughty brake-man made me walk home from a ride."





## OAK CLIFF~*On top of the Hills!*

In point of elevation, the highest residential sections of Dallas are in Oak Cliff. In comparison with other portions of the city, Oak Cliff is, on the average, nearly one hundred feet higher! It is, then, figuratively and actually, on top of the hills.

That is why Oak Cliff is so Cool.

There are many reasons why Oak Cliff is a fine place in which to live . . . good neighborhoods, good neighbors; numerous shopping districts, many public resorts of

pleasure, accessibility because of through-traffic thoroughfares. And now, because it is delightfully cool.

People who live in Oak Cliff will not reside elsewhere. Home owners, especially, are proud of their suburban community. They love it because of its many advantages. When you become better acquainted with this friendly, fast growing, nature favored section of Dallas, you too, will want to live here.

*This campaign is sponsored by the business men of Oak Cliff through their organization, the Oak Cliff-Dallas Commercial Association.*

# OAK CLIFF

*"....that friendly, fast growing, nature favored section of Dallas."*

# A Tabloid History of Dallas

FROM 1841 DOWN TO DATE

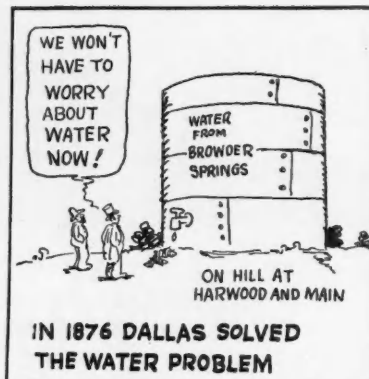
Continued from June Issue



On the night of June 22, 1874, Dallas was first lighted with gas. Leading citizens gathered at the gas plant, where congratulatory speeches were made.

In August of this same year, the First National Bank of Dallas succeeded the Dallas County Bank. Its first president was John Kerr.

Illustrations courtesy Padgett Printing Co.



A large water tank, known as the "Browder's Spring" tank, filled with water from Browder's Spring and was located at the corner of Main and Harwood streets. It was constructed by a private corporation of which W. A. Conner was president.

A system of sewerage consisted of a surface drain on the business streets and a two-foot pipe on Main and Elm streets, extending from Murphy and Market streets to the river.



No streets were paved. A proposal to pave the business section with two-inch pine boards was condemned as unhealthy, of short durability, and because it would create an abode for rats. Teams sunk in mud knee deep. The very hair on the legs of many horses was pulled off by the sticky mud. Wagons were abandoned and danger signs were posted at various points on Elm and Main streets.

To be continued in August

## Five-Cent Cotton

While prices of most commodities did not change greatly during the past week, July cotton sold for a time at 4.95 cents a pound, the lowest level reached for contracts in the history of the New York Cotton Exchange. A number of factors affecting the immediate trading outlook combined to produce this result. Recent reports have indicated rather less curtailment of acreage than was originally expected. Weather conditions have been favorable to a large yield. Last year's bumper crop continues to exert a depressing influence on this year's prices. The carryover of 12,984,000 bales on April 1 was the greatest ever reported on that date by the Department of Agriculture.

For the large part of the country dependent on cotton for a livelihood, the present range of prices is profoundly discouraging. Yet there are certain more favorable if less prominent influences in the present situation which can not be dismissed as unimportant. The carryover is enormous; but large inroads have been made on it during recent months, when domestic consumption exceeded last year's figures by a wide margin. Exports to the Orient reached a high point earlier in the year, though sales to that quarter have recently fallen off. One disturbing factor in the market is at last in process of removal. The Federal Farm Board, which set out hopefully to "stabilize" prices at more than three times their present value, has announced that during

the next twelve months it will dispose of half of its unwieldy surplus.

The great need of the cotton producers at the present time is recovery of export markets. Advocates of economic isolation talk of "forgetting Europe" and "getting out of the depression by ourselves." This may be good advice for industries whose output is intended mainly for home markets. But it is small comfort for the millions of cotton farmers who are dependent for prosperity on the sale of at least half of their crop abroad. For these producers any effort to get rid of some of the present barriers to international trade holds more promise than a renewed attempt to control prices by artificial means.—New York Times.

## Elaterite Firm Opened

The best time to start a new business is when times are bad or in a period of depression, according to Messrs. C. W. and H. E. Hobson, long connected with the General Electric Company and formerly known as the Hobson Electric Company.

Having been in the electrical business most of their business lives, these gentlemen realized the necessity of protecting machinery steel structures and all items subject to depreciation by rust and corrosion. It is not strange, therefore, to find them heading one of the newest business enterprises that has come to this city in recent months and which firm specializes in industrial maintenance or

protective paints and roofing materials for business or industrial houses.

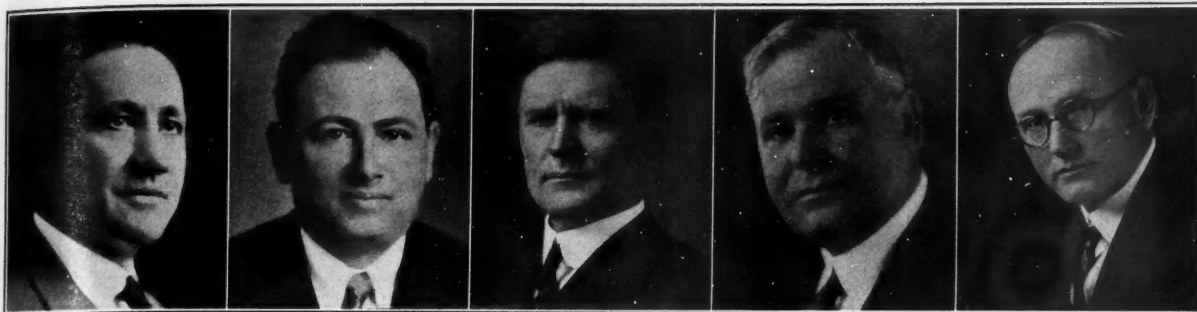
The articles sold by this firm, The Elaterite Products Co., 2712 Live Oak St., Dallas, Texas, are known as PER-MENT PRODUCTS and are made from ores called Gilsonite and Elaterite, both being obtained from vast mines in Utah and which are practically the only sources of these ores in commercial quantities in the United States. These ores were known to the ancients, apparently, for we find many specimens of this kind of product used in sealing the crypts, vaults and even in mummies, obtained from excavations recently made in Egypt and in the Holy Lands. The secret of making paints and roofing materials from these products apparently passed into oblivion at that time for not until a vast amount of research work had been accomplished by the leading chemists and scientists of the land in recent years, was it again discovered how this process might be repeated.

The outstanding features of the product are, that the materials are absolutely impervious to acid alkali, electricity, water and nitrogen. The material is absolutely poreless and is indestructible by any element in nature, except intense heat. (See Scientific American, Dec. 6, 1916.)

Leading engineers, maintenance supervisors, architects and steel construction men are finding this product fills a long-felt need, offering protection afforded by few other materials.

# Who's Who

## In the Dallas Chamber of Commerce



**R. E. MILLER**  
State Manager,  
Woodmen of the World

**JULIUS GOLMAN**  
Pres., Golman Baking Company

**ROBERT E. L. KNIGHT**  
Atty., Thompson, Knight, Baker  
& Harris, Attys.

**GEORGE F. WEILAND**  
Sec.-Treas. & Gen'l Mgr., Char.  
F. Weiland Undertaking Co.

**C. D. AGEE**  
Pres., Acme Screen Co.



**S. W. NEWELL**  
Resident Firm Member,  
Ginn & Company

**BARNIE CANTRELL**  
Atty., North Texas Building

**ROBERT E. PEAKE**  
Mgr., Peaslee-Gaulbert Paint  
& Varnish Co.

**C. H. READ**  
Attorney, Read, Lowrance &  
Bates, Attorneys

**J. M. HAGGARD**  
Pres.-Treas., Haggard Company



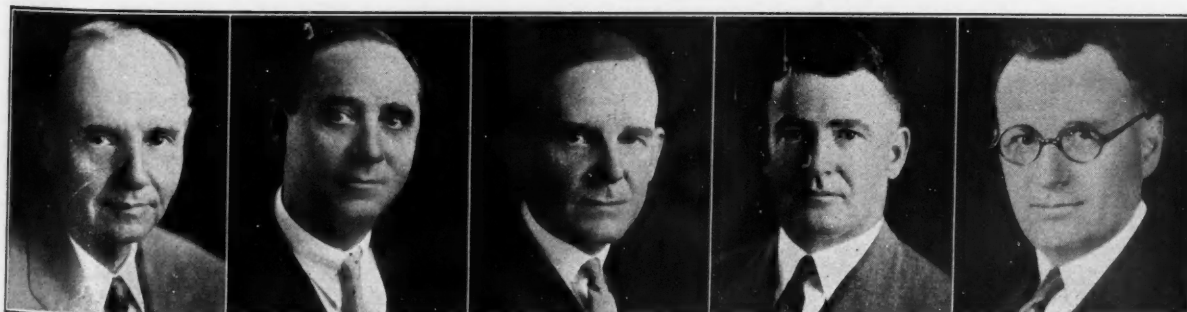
**Geo. F. BRANNON**  
Pres., Ideal Laundry Co., Inc.

**JOHN A. ERHARD**  
Atty., Reid & Erhard, Attys.

**WILSON S. MICKY**  
Dist. Rep., Skinner Irrigation Co.

**E. J. BOYD**  
Sec'y-Treas., Dixie Disinfecting  
Company

**R. H. MORRISON**  
Mgr., The California Co.



**A. J. BOEDEFELD**  
Sec'y-Treas., Exline-Lowdon Co.

**JNO. P. BOUNDS**  
Decorating and Entertainment,  
Bounds Sign Company

**C. T. BROWN**  
Dist. Mgr., Sales Dept., Proctor  
& Gamble Distributing Co.

**W. R. BURNS**  
V. P. & G. M., Dallas Railway  
& Terminal Co.

**E. S. FUDGE**  
President, Duke & Ayres, Inc.

Portraits by Browne & Browne.

This series will be continued in August.



# I'm going fishin'... (for fish) on the 4<sup>th</sup>

... but from then on I'll be working on the Art Line, and if you need anything—let me know. I'll give it plenty of attention.

**HUGH CARGO**

1816 Allen Building



In Texas it's Hilton Hotels

DALLAS  
WACO  
MARLIN  
ABILENE  
SAN ANGELO  
EL PASO  
LUBBOCK  
PLAINVIEW

Never Changing Rates

**\$2.00 - \$2.50 - \$3.00**

## What About Taxes?

(Continued from Page 9)

ice, and power and light, and uniforms,—not only for the service, but for cadets in schools; the operation of steel foundries, of renting houses, maintaining broadcasting stations, manufacturing paint and awnings. Both army and navy operate dairy herds. The army operates a cattle ranch, and slaughter house and an ice cream plant.

Give John Citizen the chance to vote on whether his money should be used for carrying public officials, their sisters, their cousins, their uncles and their aunts on army transports at \$1 a day. Give him a chance to say whether his money should be spent for the army operation of barge lines, telegraph cable and warehouses. Whether the army and the navy should operate beauty shops, dressmaking establishments, tailor shops, laundries and dry cleaning establishments. I believe his vote would be decisive, that, while he is for maintaining national defense, he is also for returning to private citizens those activities which belong to the private citizen.

Give the voter a chance, as he pays his increased postage to decide whether it should be used for rural carriers who work only two hours a day for eight hours' pay; for the post office operations in the banking business, the express business, the manufacturing business and the insurance business.

Give him a chance to say whether that money should be used for maintaining an army of civil employees throughout the world. Senator Vandenberg pointed out recently that we have 69 Federal representatives in Buenos Aires, 70 in Mexico City, 34 in Copenhagen and 60 in Vienna—including representatives from the agricultural department, the Farm Board, the treasury department, the navy, the army, the department of commerce, and so on. In these four cities for this duplicated service, John Citizen pays \$865,000.

Give him a chance to say whether his tax money shall be used to equip and operate restaurants; whether the Federal Reserve shall rent offices in competition with local property owners.

It would be a grand issue if the citizens were given an opportunity to vote on the multitudinous and multifarious "services" which a paternalistic government is now wishing upon him, 60 million aids and helps from the Government printing office last year. I know how one farmer who wrote me this week would vote. "We have," he says, "in our beautiful community an agricultural agent, an agriculturist, a leader in home economics—delightful people all of them—in addition to thousands of bulletins available on every conceivable subject. Yet no help in preventing farmers being sold out for taxes.

"Farmers are ready," he said, "to see an end of all these luxuries (the expense this year is \$333,000,000, an increase of 113 per cent over 1927) if they could get another kind of help, namely, help from taxation.

"I have a notion," he adds, "we would have more money for taxes and an occasional personal need if we were allowed to run our own affairs without being managed."

Every one of us, whether farmer or manufacturer, whether wage earner or merchant, has to resolve for himself that he will accept no special privilege at John Citizen's expense. There are very few of us who, at one time or another, have not been guilty in some degree. But the time has now come for all of us to resolve that we stand by those principles, principles we never meant to abandon, whatever temporary yielding to temptation there may have been, and insist that what we need is most adequate and efficient performance of governmental functions and an abandonment by government of all the other functions built up and developed for the personal advantage of one or another group of us.

I am inclined to believe the question of activities for which the taxpayer pays and which are responsible for the struggle to balance the budget, would create a real issue for the voters next Fall. I submit a slogan, "Bring Back Government to Its Proper Province."

Vociferous minorities demand that government, which they always spell with a capital "G" should become a great welfare agency. There are many things social we should like to do and do quickly, but government, like the individuals who compose it, must pick and choose from innumerable projects which press upon its benevolence, if those who ultimately must pay are to preserve their own economic independence and ability to pay.

No solvent state can be built upon a bankrupt citizenry. And there is a higher principle involved. One would think, from the welter of paternalistic proposals, that all had agreed the price we pay for individual liberty is too great, that we must be protected against ourselves. The hazards of failure are to be taken away, but at a price. With those hazards of failure are to go the chances of success.

We must get back to our original conception of government. A social compact, set up to protect your life and property, adjudicate contractual disputes, and provide against an outside enemy. We must clear up the governmental jungle in which we have lost ourselves.

We have a habit of celebrating the useful part the plough has played in our national development. I suggest that the axe has not outlived its pioneer usefulness. The clearing of the wilderness of government is the need of the hour. If there was fruitful service in opening the way for industry and commerce against the adversities of nature, how great is the present opportunity to thin out the encroaching jungle of government activities, no less deterring to business and the individual than the dense forest barriers which challenged the Americans of an earlier day.

This is an issue which must be met. Every philosophical student of government.

(Continued on Page 26)



# Who's Who

## In the Dallas Chamber of Commerce



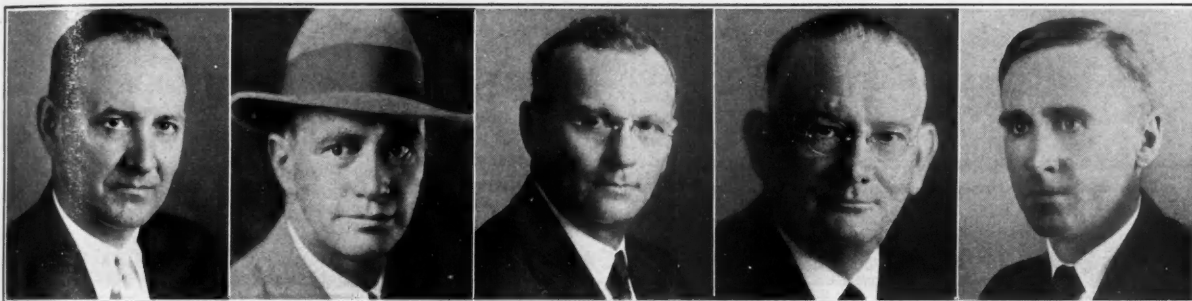
E. H. BANTA  
V. P., Republic Life Ins. Co.

R. J. MURRAY  
Gen'l Mgr.,  
Texas Cotton Cooperative Ass'n

W. W. MARTIN  
Sales Mgr.,  
Fakes & Co.

PETER O'DONNELL  
Sec'y-Treas.,  
Hanney & O'Donnell, Inc.

WM. BACON  
Pres.,  
National Standard Life Ins. Co.



J. G. BERRY  
Mgr., J. G. McCrory Co.

C. N. HILTON  
Pres., Hilton Hotels, Inc.

E. S. FUDGE  
Pres., Duke & Ayres, Inc.

J. T. COULSON  
V. P., Southwestern Drug Corp.

J. W. BARTHOLOW  
Pres.,  
J. W. Bartholow & Co.



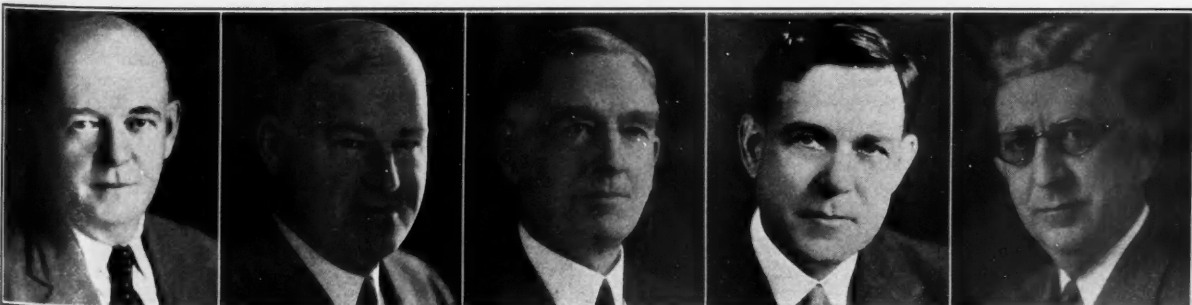
W. W. BROWN  
Mgr., Cotton Concentration Co.

S. H. CORDER  
Pres., Corder's Bakery

J. E. MUNN  
Gen. Mgr.,  
Postal Tel.-Cable Co.

J. O. SPRING  
S. W. Mgr.,  
Ernst & Ernst

W. B. MARSH  
Mgr., Harris-Lipsitz Lbr. Co.



C. R. BORTLE  
Prudential Securities Co.

C. C. SLAUGHTER  
Pres.,  
Southern Old Line Life Ins. Co.

J. H. CULLOM  
Tax Collector,  
Dallas County

TOM L. MCCULLOUGH  
Pres., The Praetorians

C. H. SCHOOLAR  
Schoolar-Bird & Co.

This series will be continued in August.

Portraits by Browne & Browne.

## PANSY TEA ROOM LEAFE

2916 Maple, Opposite  
Stoneleigh Court

Pansy (Leafe) Shepherd

10%

Discount

Special plate  
lunch, 35c  
Dinners, 50c & 75c  
Phone 7-4285

When this Advertisement is Presented



W. T. SAVAGE  
Legislature

W. T. SAVAGE, Texan,  
Lawyer in Dallas 29 years.  
Representative, Dist. 51,  
Dallas, Kaufman and Rock-  
wall Counties, last 4 years.  
Record in 8 House Jour-  
nals in office, 709 Praetorian  
Building. For economy and  
the home. Prevent waste  
and extravagance. Reduce  
expenses rather than in-  
crease revenues. Qualified,  
conservative and experi-  
enced. Ask your neighbor or some one in  
position to know. Credit always given friends  
for nomination. Thanks.  
Democratic Primary, July 23, 1932

Political Advertisement

## INTERNATIONAL TRUCKS

NEW MODEL A-3—1½ Ton, 6 Cylinder, 136-inch

W. B. Chassis, F. O. B. Factory

\$795

INTERNATIONAL HARVESTER COMPANY OF AMERICA

(INCORPORATED)

405 SECOND AVENUE

DALLAS

## How Does Your Literature Compare With Your Competitors'?

In these days of reduced budgets, people are spending more time in selecting the things for which they spend their money. They are spending more time in studying Advertising Literature in an effort to determine the best buys. Purchases are determined more by "family conferences" than ever before in our history. In these "family conferences", how does your Advertising Literature compare with that of your competitors?



THE HOUSE  
OF COMPLETE  
PRINTING  
SERVICE

THE TEXAS PUBLICATION HOUSE has continued to maintain its policy that Good Printing, produced in the most economical manner, is far better economy than "Cheap" Printing, for "Cheap" Printing will not produce results.

After all, the value of a job of Printing should be measured by your sales report and not by the Printer's invoice.

**Texas Publication House, Inc.**

PHONE 7-1174

McKINNEY AT FAIRMOUNT : : : : DALLAS, TEXAS

## What About Taxes?

(Continued from Page 24)

ment and democracy, Plato, Locke, Hume, Spencer, de Tocqueville, predicted that the rock upon which democracy would break, is increasing governmental overhead. As it grows, the public is less and less able to resist the bureaucracy it builds up, a bureaucracy, articulate, organized, knowing what it wants, and constantly on guard against retrenchment. Ultimately, as Sir William Flinders Petrie puts it, democracy eats itself up. We are spending in this democracy \$30,000 each minute of the 24 hours for governmental activities. I have been talking just 13 minutes. During this time we have expended \$390,000, a third of a million, and shall continue to spend at this rate throughout the night and tomorrow night until this greatest of all issues, Man versus the State, is settled. Give John Citizen a fair chance to meet this issue.

## The Oil Problem

(Continued from Page 18)

provisions should be enacted in the several oil-producing states entitling one land owner to protect himself by injunction and in damages against drainage or damage to his property by the operations of another producer in violation of the orders of the conservation authorities. This will substitute order and the respect for the other fellow's rights for the piracy heretofore prevailing.

In approaching the problem of controlling the production of crude oil to market demand in order that waste may be prevented and a valuable natural resource conserved, it is fundamental to recognize that all owners in a given pool are bound together by the character and habits of oil and gas in their natural reservoirs underground. Producers are entitled to enjoy in common the benefits that arise from the reservoir pressure, the expansion of the gas, and the orderly encroachment of edge or bottom water; and they can only enjoy these benefits fully if the production from the pool is intelligently controlled. The correlative rights of the various owners must be equitably adjusted and their general welfare protected through the prevention of waste.

I realize that in proposing a remedy for the ills of the oil industry which involves the exercise of the police power of the state governments, and the co-operation of Federal authorities, I shall be charged with turning our business over to the government to be run by it. It will be objected that the remedy proposed invites and promotes government interference in private business. In reply, I would point out that a part of the proposed solution, namely, the relief from the restraint of state and Federal anti-trust laws, is in fact a step in a direction away from government interference. Furthermore, I am convinced that the course I recommend will avoid—not involve—greater interference in business. It does not lead to a maximum of govern-

ment surveillance, but only to that degree of government co-operation which will enable and permit physical and economic laws to function without restraint. If some such steps are not taken for the industry in the near future, government will be driven by public interest to measures of control of the industry that must prove to be even more radical and drastic.

## Texas

Texas is an old Indian word meaning "Friends" and the Texan of today follows in the footsteps of Indian tribes before him and lives up to the name.

Combining the warm hospitality of the old South, gentle and courteous, with the hearty cordiality of the West, Texans stand ready to greet their visitors with the firm handclasp of the proud host.

And why should not Texas be proud? With a romantic history of service under six flags, peopled by a hardy race of pioneers whose sons have not failed in the ideals set by their forefathers, the state stands out in the nation's group as a brilliant Lone Star.

The Texan looks behind him, about him and into the future proudly, but not selfishly. Glad always to share his blessings, he welcomes the visitor, invites him to remain and become one of a courageous band of builders who are never tired, never discouraged.

Texas produces in a year more than one billion dollars in crops. Her mineral production approaches that mark. Millions of dollars' worth of sheep, cattle, hogs and their products are distributed to the world each year from Texas farms and ranches.

The visitor to the state will find much to do: Visit the gateway city, El Paso, and its sister city across the river; Fort Worth, where the East and the West meet in happy combination; metropolitan Dallas, from which the world's merchandise is distributed to the Southwest; busy Houston, where men have built a 50-mile channel to the sea; Galveston, great seaport and famous playground; romantic San Antonio with its historic reminders of Texas' battle for freedom; Austin, the capital; and its hundreds of health and pleasure resorts: Mineral Wells, Marlin, Corpus Christi, Davis mountains, and others.

Texas, land of blue bonnets and mocking birds, grassy prairie and thick pine woodlands, marshy rice fields and high plateaus, combines all that the rest of the nation boasts.

Though widely different, from the warm citrus lands of the South to the waving wheat fields of the "Panhandle," the many sections of the state are welded into a magnificent unit, through a common heritage of history.

"I am listening to the footsteps of the coming millions," Robert E. Lee said on the plains of Texas 80 years ago.

The millions have come. More are on their way.

Howdy! Come in and make yourself at home!—American Travel Service Bulletin.

# 5 reasons for having a telephone



1  
"They're opening the plant again? ... sure I'll be there!"



2  
"Why yes, I found your keys on the dresser."



3  
"The train is 40 minutes late ... I'll wait for them."



4  
"Please change my appointment to Friday."



5  
"Please hurry, doctor. We're worried about him."

THE situations above suggest the countless ways a telephone saves time and worry . . . ways in which it makes life easier and more enjoyable. If you haven't a telephone, we believe you're missing a lot of satisfaction, to say the least. And emergencies do come. At such times a single telephone call may be priceless.

For only a few cents a day, you can have a telephone of your own. No more trips to the neighbors, or the corner store. *Call the telephone business office.*

SOUTHWESTERN BELL



TELEPHONE COMPANY



*A Complete Banking, Trust and  
Investment Service*

**The  
Republic National Bank  
and Trust Co.**

Dallas, Texas

**OAK CLIFF BANK  
& TRUST CO.**

106 W. Jefferson

Affiliated with the  
**REPUBLIC NATIONAL BANK  
& TRUST COMPANY**

**CANNON BALL TOWEL  
SUPPLY COMPANY**

2009 Orange Street

Dallas, Texas

*Everything Furnished in the  
Towel Supply Line*

**SERVICE UNEXCELLED**

Phone 2-2736



Have never held office, and  
never before been a candidate

**JEFF D. STINSON**

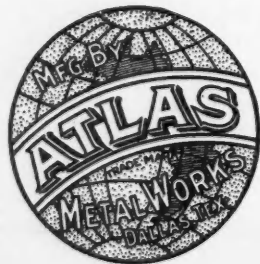
Candidate For

**State Representative  
Place No. 1  
Dallas County**

Subject to Democratic  
Primary, July 23, 1932

**"Make Texas Safe  
for the Taxpayer"**

(Political Advertisement)



## New Taxes....A Summary

**T**HE following is a brief resume of the recent tax bill passed by Congress to balance the Federal budget. A copy of the entire act is on file at the Chamber of Commerce for the convenience of members.

The following manufacturers' excise taxes became effective June 21:

Automobile—Passenger, 3%; trucks, 2%, and accessories, 2%.

Brewer's wort—15 cents a gallon.

Cameras, 5%.

Candy, 2%.

Chewing gum, 2%.

Electricity, 3% (paid by consumer).

Firearms, ammunition, 10%.

Furs, 10%.

Gasoline, 1 cent a gallon.

Jewelry, 10% on articles selling for less than \$3.

Lubricating oils, 4 cents a gallon.

Malt syrup, 3 cents a pound.

Matches, wooden, 2 cents per 1,000; paper, ½ cent per 1,000.

Phonographs and records, 5%.

Radio receiving sets, 5%.

Refrigerators, mechanical, 5%.

Soft drinks—Cereal beverages, 1¼ cents a gallon; fruit juices (except grape juice), 2 cents a gallon; grape concentrate, 20 cents a gallon; grape juice, 5 cents a gallon; still drinks (except grape juice and pure apple cider), 2 cents a gallon; mineral or table water, bottled, 2 cents a gallon; fountain syrups, 6 cents a gallon; carbonic acid gas, 4 cents a pound.

Sporting goods, 10%.

Tires, rubber, 2½ cents a pound.

Tubes, inner, 4 cents a pound.

Toilet preparations, 10%, except for mouthwashes, dentifrices, toothpastes, toilet soaps, 5%.

Those taxes, excepting the tax on electrical energy, are payable monthly by the manufacturer, producer or importer. The tax on automobiles, accessories, tires and tubes will be effective until July 31, 1934; on gasoline until June 30, 1933, and on other commodities until June 30, 1934.

In addition, these import taxes became effective June 21:

Coal, coke or briquettes, 10 cents per 100 pounds.

Copper, 4 cents a pound.

Gasoline, 2½ cents a gallon.

Lumber, \$3 per 1,000 feet.

Petroleum and fuel oil, ½ cent a gallon.

Those taxes are payable by the importer. They will be effective until July 1, 1934.

The following miscellaneous taxes also became effective June 21:

Telephone conversations, where charge is 50 cents to \$1, 10 cents; \$1 to \$2, 15 cents; \$2 or more, 20 cents.

Telegrams, 5% of amount charged.

Cable and radio messages, 10 cents each.

Leased wire, 5% of amount charged.

Admissions, 1 cent for each 10 cents or fraction thereof on tickets costing 41 cents or more.

Ticket brokers, 10% of excess charged over regular rate.

Stamp taxes—issues of bonds and stocks, 10 cents for each \$100 par value; transfers of stocks, 4 cents a share; 5 cents where stock sells for more than \$20 a share; transfers of bonds, 4 cents per \$100; conveyances, 50 cents on deeds of \$100 to \$500, 50 cents for each additional \$500 or fractional part thereof; produce, future deliveries, increased from 1 cent to 5 cents.

Oil transportation by pipe lines, 4%.

Safe deposit boxes, 10%.

Bank checks, 2 cents each, to be collected by bank and charged to account of depositor.

Boats of various kinds not used exclusively for trade, fishing or national defense, a graduated tax of from \$10 to \$200, depending on length.

That list of miscellaneous taxes will remain effective until July 1, 1934.

The higher income tax schedule, effective as of January 1, this year, applies to the calendar year 1932 and to fiscal year ending in 1932. The new schedule of rates calls for an increase from 1½ to 4 per cent on taxable incomes under \$4,000, from 3 to 8 per cent between \$4,000 and \$8,000, and from 5 to 8 per cent on incomes over \$8,000. Surtaxes begin at \$6,000 in the new law, instead of \$10,000 in the old, and are graduated from 1 to 55 per cent. The maximum surtax under the old law was 20 per cent. Exemptions for married persons have been reduced from \$3,500 to \$2,500; for single persons, from \$1,500 to \$1,000, and the deduction of 25 per cent for earned incomes has been eliminated. Corporation rates have been increased from 12 to 13½ and to 14½ per cent for consolidated returns.

The increased estate tax rates applies to estates of persons dying after 5 p. m. June 6, 1932, the time of signing the act by the president.

Increased postal rates for second class matter become effective July 1, and for first class mail July 6. These rates are to remain in effect until July 1, 1934.

### Why the Change

"He used to kiss me every time our train passed through a tunnel before our marriage," said the little woman, with sad reflections.

"And doesn't he do so now?" asked her bosom friend.

"No, he takes a drink."—Santa Fe.

## BUYERS' INDEX

### Blue Prints

**JNO. J. JOHNSON**  
**MAGNOLIA**  
**BLUE PRINTS**  
**PHOTOSTAT PRINTS**

### Blue Prints

**SOUTHWESTERN BLUE PRINT CO.**  
 H. F. KOCH, Manager

### PHOTOSTAT PRINTS

Construction Bldg 405 So. Akard St. 2-8084 415 - 16 Tower Petroleum Bldg.

### Collections

#### ZUBER & ZUBER

Wholesale Collections

408 SANTA FE BLDG.

Established 1918

C. B. ZUBER

F. M. ZUBER

### Engravers

#### Mason Engraving Co.

DALLAS  
 STEEL AND COPPER  
 PLATE ENGRAVERS  
 AND EMBOSERS  
 TO THE TRADE ONLY



### Labels

**PRINTED and ENGRAVED**  
**LABELS**  
 Dallas Label & Box Works  
 1804 6-8 Caruth, Dallas Phone 2-2921

### Photographers

#### HARRY BENNETT

COMMERCIAL PHOTOGRAPHER

(Successor to RAYMOND STUDIO)

2108 McKinney Ave.

Phone 7-4906

We photograph anything anytime

### Photographers

#### FRANK ROGERS

Photographs For All Purposes

712 ELM STREET

Phones 2-8026, 2-8027

### Photostats

#### PHOTOSTAT PRINTS

Facsimile Copies at Original Size, Enlarged or Reduced at any Written or Printed Document, Legal and Commercial Papers, Letters, Drawings, Maps, etc.

JNO. J. JOHNSON

1912 N. St. Paul St.

Phone 2-8067

## New Members

The following new memberships and budget increases have been added to the roster of the Dallas Chamber of Commerce:

Clark & Johnson, 3428 Oak Lawn and 2106 Greenville avenue, retail grocers.

Rupert M. Crabb, Tower Petroleum Building, oil operator and geologist.

Foodtown Kitchens, Inc., Athletic Club Building, cereal manufacturers.

Frank R. Foster, Inc., Tower Petroleum Building, oil operator.

National Distributing Co., Allen Building.

DeShong Truck Line, 2427 South Harwood street.

Associated Underwriters, Kirby Building, broker and underwriter.

M. J. Delaney, Inc., Tower Petroleum Building, oil.

Harper Electric Co., 2225 Bryan street, electrical contractors.

John R. Black, Tower Petroleum Building, oil.

Dallas Engineering Corp., 1115 Hall street, manufacturers of airplane fans, lamps and shades.

Joseph Froggatt & Co., Republic Bank Building, insurance accountants and actuaries.

R. L. Hardy, Slaughter Building, real estate and insurance.

McGregor & Co., Kirby Building, Mortgage loans.

Three Flowers Ice Cream Co., 3000 McKinney avenue, ice cream manufacturers.

Fink Paint Co., 2603 Elm street, paints and oils, retail.

Rufus N. McKnight & Co., First National Building, general insurance.

Walter S. McDaniel, architect, 3200 McKinney avenue.

National Farm Home-Owner, 2500 McKinney avenue, publication.

Sweet Cap & Neckwear Co., 1100 Commerce street, manufacturers of caps and neckwear.

Thurber-Capers Advertising Agency, Insurance Building.

Harper Standard Engraving Co., 1615 Royal, artists and engravers.

Midwest Mortgage Co. (Budget Increase), Mercantile Building, tax leins, business counsellor.

Dailey & Keller, 1718 Republic Bank Building, attorneys.

Greene Bros., Inc., 1812 Griffin street, laboratory, supplies and equipment; refinery, gas and power plant specialties.

Mike Lively, 1321 Kirby Building, attorney.

Dispatch Features, 1120 Fidelity Union Building, newspaper representatives.



## Useless Forces

Father: "And there, son, I have told you the story of your daddy and the great war."

Son: "Yes, daddy, but what did they need all the other soldiers for?"—The Pitchfork.

## BUYERS' INDEX

### Printers

#### STEVENSON PRINTING CO.

Member Dallas Open Shop Assn.

First Class Printing

Steel Die Embossing

Copper Plate Engraving

PHONE 7-4436

2012 Bryan St.

Dallas

### Typewriters

JOHN SCHWARZ

Phone 2-5708

Dallas

Typewriter  
 & Supply Co.

Standard and Portable

Typewriters

1519 Commerce St.



### Full Steam Ahead!

No time to save on fuel when the going's hard. It takes more steam to make the grade than it does to coast down hill.

**IRAE DE JERNETT**  
*Advertising*  
 919 Santa Fe Building  
 Phone 2-8168

## TRAVELERS GUIDE



### Tourist Camps

CAMP HORN TOURIST APARTMENTS, Federal Highway No. 81, Phone 2-3840, (D. B. Spiller, Mgr.) Austin, Texas.

PETRIFIED FOREST LODGES, North City Limits, Highway No. 2, Tel. 9871, Austin, Texas.

### Cafes

"EL FENIX" CAFE, 108 S. Santa Rosa Ave., San Antonio, Texas.

MAVERICK CAFE, 621-23 Congress Avenue, Tel. 7688, Austin, Texas.

RIVERSIDE CAFE, (Lonnie Wilson, Proprietor), 102 E. Houston St., San Antonio, Texas.

### Hotels

LA FITTE HOTEL, 535 S. St. Mary's St., San Antonio, Texas.

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## Dallas to Secure Regional Office

A large national concern, operating 20 offices throughout the country, including one in Dallas, is making plans for the consolidating of these 20 offices and the establishment of eight important regional offices. The company made a survey of its facilities, and as a result Dallas was selected for one of the eight regional offices. Within a short time the St. Louis office will be moved to Dallas, the Dallas office enlarged and given a wider territory.

The company has not yet authorized announcement of its plans, consequently its name can not be revealed at this time.



## Seeking New Oil Firms

The Industrial Department is mailing the following letter to a selected list of oil field equipment concerns:

"Last year 11,620 oil wells were drilled in the United States; their total footage was 33,359,980. In the Southwest, 7,573 wells were drilled, total footage, 23,378-208. Texas leads all states with 6,084 wells, total footage, 19,254,626. Oklahoma was second with 1,056 wells, total footage, 3,401,058. Major operations centered in East and North Texas, where 4,433 wells were drilled, with total footage of 14,560,711.

"Sixty-five per cent of all wells drilled and 70 per cent of the total footage were within overnight travel from Dallas. Thirty-eight per cent of the wells and 44 per cent of the footage were within three to five hours' driving time from Dallas.

"These facts, derived from figures compiled by the Oil Weekly, point clearly to Texas, and particularly East Texas, as the major market for oil field supplies and equipment. They show why Dallas is rapidly becoming the greatest oil center in the country. Dallas offers supply companies desiring to reduce overhead costs and increase net profits an opportunity to concentrate their various facilities here, thereby effecting tremendous economies without in any way reducing the effectiveness of their organizations.

"One further fact, known oil reserves and development trends insure that Dallas will be central with respect to production operations for many years to come. Your headquarters, once established here, will be soundly and economically located permanently.

"If you are interested, we shall be glad to furnish further information, and to assist in the solution of any problems that may be involved in the removal of your headquarters to Dallas. Negotiations will be regarded as strictly confidential."



## A Poor Match

Wife: "Ere you are just 'ome after doin' two years for arson, and now you can't even make the kitchen fire draw!"—Indemnity.



# Junior Chamber News

## On To Pasadena

The time of year has come when the Dallas Jaycees are looking forward to the biggest Junior Chamber event of the year, the national convention. This year the meeting has been moved up from the usual meeting time in June until August, in order that the delegates may witness the Olympic Games held in Los Angeles, not far from the meeting place of the Jaycees in Pasadena.

More than the usual California ballyhoo is flooding the local Junior Chamber office luring Dallas youths to the land of sunshine and flowers. Bosses are hearing all sorts of tales about why vacations must be arranged during convention time, and wives are pleading like mad to accompany convention-bound husbands.

Although the big event is a month away President Herzog has appointed two trusted members, Howard Hayden and Alphonso Ragland, co-chairmen of a convention committee. Their job will be to find ways and means of getting a large delegation to Pasadena. No doubt they will succeed, as where there is a convention, there is a way.

## Two New Directors

C. Russell Smith and Don C. Anderson were elected to the board of directors of the Junior Chamber of Commerce early last month, to fill the places left vacant by the resignation of N. A. Easter and Philip I. Palmer. These two men are comparatively new members and will no doubt bring some really worthwhile ideas into the organization.

Messrs. Easter and Palmer will be remembered for their work on the agriculture and live stock committee last year. Mr. Easter has served the organization as executive secretary and vice-president.

## Wives At Luncheon

The Junior Chamber wives' club checked up on their husbands last month by coming in and taking charge of a Junior Chamber luncheon at the University club. Mrs. Burton Knight, president of the "Wives," presided.

After an introduction of the officers, Mrs. John D. Jacobson entertained the group with several piano numbers and Mrs. Roderic Thomas gave a reading.

Everyone seemed to enjoy having the wives on hand and the wives seemed to be satisfied with the way their husbands conducted themselves at Junior Chamber meetings.

## First 1932 Industrial Tour Held

Over one hundred Junior Chamber members took advantage of the invitation of the Dr. Pepper Company to visit their plant on Second avenue the 8th of last month. After a delightful trip through

the plant, the Dr. Pepper Company served a refreshing lunch and "dished out" all the Dr. Pepper the boys could drink.

This tour was the first one of its kind held this year and it is the plan of the committee in charge to hold several of these trips to mills and factories in and around Dallas, during the summer.

## Study City Government

If the Dallas Junior Chamber of Commerce has its way, none of its members will grow into civic leaders knowing nothing of how its city is run. The reforms the city manager form of government has brought about in Dallas has made the young men, heretofore indifferent to governmental affairs, conscious of the importance of learning just what is going on at the city hall.

A committee formed for the purpose of educating Junior Chamber members along civic and political lines, is running a series of articles in the official Junior Chamber publication each week. Each article is brief and to the point, giving in outline form facts about our city government. Several times a month a bulletin, giving other facts more in detail, is also sent to the membership.

John D. Jacobson is the able leader of this committee for this year. His assistants follow: W. P. Davenport, R. E. Duncan, Howard Hayden, Joe Keith, E. Burton Knight, Sam P. Kohen, Ben Mitchell, Thos. F. Nash, Leslie A. Prichard, Alphonso Ragland, Jr., Geo. O. Wilson, S. P. Mallia, Robt. L. Akins and Eric C. Gambrell.

## Love Field

Alphonso Ragland, Jr., past president of the Dallas Junior Chamber of Commerce, brought honor to his organization and to himself through his work as chairman of the Chamber of Commerce Committee that sponsored the Love Field celebration and flood light dedication at the field Wednesday night, June 15. At the celebration an epic-making event took place that will be remembered by those present as a sight as important to transportation as the running of the first Pullman car. This event was the inauguration of the first overnight flight from Dallas to Los Angeles of an American Airways mail and passenger plane. At 8 p. m. two planes left the field with officials of the American Airways and a few prominent Dallas citizens as passengers. We have asked Mr. Ragland, who was a passenger on one of the planes, to write his impressions of the flight for the magazine. His article follows:

Now there is a new and better way to travel! I have flown many miles in the daytime, but until last week had covered very few at night.

Last Wednesday evening at 8 p. m. I left Love Field in the company of Cap-

tain Eddie Rickenbacker, America's leading war ace and now vice-president of the American Airways; La Motte T. Cohu, president of American Airways, and C. R. Smith, vice-president of American Airways and general manager of the southern division. In 20 minutes we skipped to Fort Worth, where, after a brief ceremony, we picked up Wyatt C. Hedrick, son-in-law of Governor Ross Sterling, and set out for Abilene.

A fairly large crowd had greeted us at Fort Worth and we were wondering what sort of welcoming committee would receive us in the other towns. Imagine our surprise when we found more than 20,000 people awaiting us in Abilene at 10 p. m., and another 20,000 at Big Spring an hour later. Shortly after midnight we were in El Paso, where we were greeted by the president of the Chamber of Commerce and by a personal representative of the governor of Chihuahua.

Douglas and Tucson were visited in the early morning hours but our faithful reception committees were present just the same.

We had our third breakfast of the trip at Phoenix, Arizona, where at 5 a. m. a large number of prominent citizens turned out to meet us.

Thanks to our two-way radio telephone, all possible danger from fog was eliminated. After a brief delay in Indio we received word that the fog had cleared at the airport and that we might proceed in safety.

By morning we reached the United Airport at Burbank, California, and the first night passenger flight from Dallas to Los Angeles went down in history.

It was my pleasure to sit across the aisle from Captain Rickenbacker for the greater part of the flight. Never have I met a more charming, more unaffected, jovial, sincere and altruistic gentleman than is this Captain Rickenbacker. One could never tell by his attitude, conversation, or conduct that he is one of our greatest war idols. His gallant achievements have in no way gone to his head, and he certainly is one who deserves the enviable position which he holds in the eyes of the youth of America.

California was wonderful, with all the magic of Los Angeles, Pasadena, Hollywood, Beverly Hills and Santa Barbara.

Sunday morning at 7:20, after 12 hours and 10 minutes had elapsed from my departure in Los Angeles, I was safe on the ground at Love Field. Imagine that—away from home three days and in California every minute of all three business days. One night there and one night back!

American Airways, Inc., is to be congratulated upon this splendid new night service which marks another milepost in transportation annals. Dallas business men are indebted to American Airways for making possible this overnight annihilation of time and distance between Dallas and the Pacific coast.

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# Commodity or Community

*..... a good front makes the sales!*

You hear it from travelers from the North, South, East and West . . . "Dallas is in better shape than any other city in the United States."

## OUT OF THE GLOOM INTO THE SUN

How come? Didn't we get our share of the depression? We did. But OUR share has been a smaller share because we made it smaller by refusing to lay down — to stop selling Dallas to ourselves and to prospective newcomers. We kept Dallas looking good to the rest of the country — so good that business organizations moved out of the gloom of other sections into the sunlight of our community.

## GAINED GROUND WHILE OTHERS SLUMPED

In the manner of successful business concerns, who gained ground while their competitors slumped, Dallas put up a good front. And it wasn't all front by any means; the famed Dallas Spirit — resourceful, energetic and full of fight — was squarely back of it all.

## STEPPED OUT, GLOVES ON, TO WIN

Typical of the Dallas Spirit, Dallas Magazine stepped out in new dress, brightened its pages and put on its editorial gloves to win.

## QUALITY PRINTING AT ROCK-BOTTOM COST

The Ginner and Miller Publishing Company, printers of Dallas Magazine, is prepared to similarly serve you — to give your product the earmarks of success and reduce your advertising costs through quality printing priced to "click" with economy.

D I A L

7-1259

*Department of Printing*

*Everything a Press Can Print . . . from a publication like Dallas Magazine to a simple blotter or office form. Let us estimate your work.*

# GINNER & MILLER PUBLISHING CO.

3116-18 COMMERCE STREET—P. O. BOX 444—DALLAS, TEXAS

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